

**ABSTRACT OF THE DISCLOSURE**

A retroreflective article comprises a) a microporous substrate (52) containing a plurality of pores (56) which are less than 0.5  $\mu\text{m}$  in diameter; and b) a layer of reflective material (54) located on the surface (58) of the substrate such that the reflective material layer at least partially obscures a plurality of the pores of the substrate. A method for the production of a reflective article comprises the steps of a) providing a substrate which contains pores which have a diameter of less than 0.5  $\mu\text{m}$ ; and b) applying a layer of reflective material to the substrate in such a way that the reflective material layer at least partially obscures a plurality of the pores of the substrate.